Chapter Topic: Land Use, Urban Form, and Historic and Cultural Preservation

Community Vision Statement

(Overall Future Outcome Envisioned for this Chapter's Topic)

- Charlottesville will be designed to foster a sustainable, inclusive, and equitable future. Neighborhoods throughout the city will contain a variety of housing options, services, and amenities, creating an environment that is welcoming, comfortable, and accessible for all.
- Through the City's plans, policies, and regulations, including zoning, Charlottesville will work to address inequities related to the distribution of land uses and impacts of development, increase the supply and affordability of housing, support an efficient transportation network with a variety of options for travel, improve and protect the health of the natural environment, increase access to urban agriculture and shared green space, and maintain and improve business and commercial vitality at appropriate scales throughout the city.
- Neighborhoods and communities that have experienced previous displacement, and those at risk of future impacts, will be supported and protected.
- Charlottesville's urban design and historic preservation efforts will work in tandem to celebrate the unique cultural and historical identity of each neighborhood while supporting the potential for a greater variety of housing options and community amenities throughout the city.

Overview of Chapter Goals

(Specific outcomes related to achieving the Community Vision)

Goal 1. Implementation of the Future Land Use Map: Implement the Future Land Use Map vision while supporting existing neighborhoods and preventing displacement.

Goal 2. Balance Preservation with Change: Protect and enhance the existing distinct identities of the city's older neighborhoods while promoting housing options, a mix of uses, and sustainable reuse in our community.

Goal 3. Small Area Plan Development and Implementation: Utilize Small Area Plans to guide growth and development within areas likely to be developed or redeveloped.

Goal 4. Create a new Zoning Ordinance: Reinforce and implement the vision for the Charlottesville's future articulated in the Comprehensive Plan, *Affordable Housing Plan*, Small Area Plans, Vision Plans, and the Standards and Design Manual.

Goal 5. Comprehensive, Regional Approach: Coordinate the actions of City and County governments to support regional land use, preservation, urban form, and transportation goals.

Goal 6. Design Excellence: Continue Charlottesville's history of architectural and design excellence by maintaining traditional urban design features and valuing historic resources while encouraging creative, context-sensitive, contemporary planning and design that supports the goals of the Comprehensive Plan.

Goal 7. Entrance Corridors: Ensure that quality of development in Charlottesville's designated entrance corridor overlay districts is compatible with the city and adjacent neighborhood's historic, architectural, and cultural resources.

Goal 8. Expand Understanding and Recognition of Community History and Culture: Identify ways to expand the understanding of the varied histories, cultures, and experiences of the city's residents

and neighborhoods.

Goal 9. Resource Inventory: Systematically inventory and evaluate all historic, cultural, and natural resources, landscapes, and open spaces as critical elements that make the Charlottesville special.

Goal 10. Communication about Historic Resources: Educate current and potential property owners of historic resources, as well as the community in general, about the significance of historic properties.

Goal 11. Historic Resource Protection: Provide effective protection to Charlottesville's historic resources, including through recognition and incentives.

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Goals and Strategies

Goal 1. Implementation of the Future Land Use Map: Implement the Future Land Use Map vision while supporting existing neighborhoods and preventing displacement.

Related Guiding Principle(s):

- *Equity & Opportunity, Connections & Access, Environmental Stewardship & Sustainability*

Measures of Progress:

- *% population within walking and biking distance to transit, parks, schools, food access locations, and employment centers*
- *# demolition permits by neighborhood*
- *Demographic changes by neighborhood*

Strategy 1.1 Support implementation of the Future Land Use vision, and encourage development that achieves goals outlined throughout this Comprehensive Plan.

Sub-strategies:

- Address priorities including housing affordability and increased housing options; community equity and displacement protection for at-risk communities from displacement, including lower-income households; environmental sustainability; transit-oriented development; improved walkability and bikeability; enhanced access to parks, recreation, and social interaction opportunities, schools, and other amenities and services; improved food access; and support for existing and new business opportunities, including for small and neighborhood-focused businesses.
- Encourage infill development to address gaps in established or planned development patterns. This may include strategies that can help preserve existing structures, including the use of Accessory Dwelling Units (ADUs), building additions, transitioning larger single-family houses to apartments, etc.
- Where possible, encourage increasing intensity of uses through the reuse or reconfiguration of existing buildings, including historic structures.
- In the event that development is planned for properties not currently designated on the Future Land Use Map (e.g., UVA properties, parcels adjacent to the railroad), this development should respond to surrounding land uses shown on the Future Land Use Map as well as any existing Small Area Plans or similar adopted plans.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, Neighborhood Development Services

(NDS), Public Works, Parks & Recreation

- Timeframe: Ongoing
- Source: 2018 draft Land Use chapter, *Cville Plans Together* process

Strategy 1.2 Through City-led efforts and private development, look to expand the network of vibrant public parks and other spaces, at large and small scales, particularly in areas that are identified on the Future Land Use Map for higher intensity uses or areas currently lacking these amenities.

Sub-strategies:

- Encourage the incorporation of meaningful public spaces into urban design plans, particularly along corridors and at development nodes.
- Consider ways to pair development with park space and environmental protection features along the River and stream corridors. Balance the competing priorities for properties adjacent to the River to allow for an appropriate number of different types of uses without impacting the environmental
  quality of the river system or devaluing the most important natural attributes that attract people to the area.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, Public Works, Parks & Recreation
- Timeframe: Ongoing
- Source: 2018 draft Land Use chapter, 2018 draft Historic Preservation and Urban Design chapter

Strategy 1.3 Evaluate the potential impact of proposed development on existing affordable housing, at-risk communities, and other equity priorities.

Sub-strategy:

- Consider development of an Equity Analysis tool or series of metrics that can be used to evaluate impacts, including potential displacement of marginalized, underserved, and vulnerable populations, such as low-income, formerly displaced, aging, disabled, and homeless individuals and families.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, City Manager's Office (CMO), NDS
- Timeframe: Ongoing
- Source: 2018 draft Housing chapter, *Cville Plans Together* process

Strategy 1.4 Evaluate existing and potential new programs for protecting communities at risk of displacement, as well as protecting existing affordable housing, historic buildings, and other resources.

Sub-strategies:

- Where possible, prioritize the preservation of existing structures while encouraging a greater intensity of use. If demolitions are necessary, incentivize or require development of affordable housing, particularly in historically low income and/or majority-Black neighborhoods, which have historically been targets for redevelopment and displacement.
- Consider deployment of an Affordable Housing Overlay as part of the zoning rewrite, to incentivize long-term affordability by providing incentives such as by-right zoning, increased density, and changes to minimum lot sizes as well as reduced setbacks and parking requirements.
- Continue financial support for owner-occupied rehabilitation of housing, property tax rebates, and other existing programs. (See related Strategy in the Housing Chapter.)
- Consider use of ordinances, financial support, incentives, and other strategies to encourage

the preservation of existing housing stock.

- Evaluate the effectiveness of the Historic Conservation District as an alternative, more flexible type of local historic district.

- Consider programs to encourage conversion of large single-family houses into multiple units, conserving the form, particularly for historic properties.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, CMO, Board of Architectural Review (BAR)
- Timeframe: Ongoing and Immediate (within 1 year)
- Source: 2018 draft Historic Preservation and Urban Design chapter, *Cville Plans Together* process

Goal 2. Balance Preservation with Change: Protect and enhance the existing distinct identities of the city's older neighborhoods while promoting housing options, a mix of uses, and sustainable reuse in our community

Related Guiding Principle(s):

- *Equity & Opportunity, Community Culture & Unity, Local & Regional Collaboration, Environmental Stewardship & Sustainability*

Measures of Progress:

- *# rehabilitation tax credit projects*
- *# underutilized properties, including historic properties, brought into productive and sustainable uses*

Strategy 2.1 Promote context-sensitive planning to maintain and enhance the distinct identities of Charlottesville neighborhoods and corridors.

Sub-strategies:

- Use and expand existing preservation and design review tools to accommodate growth in ways that identify and preserve historic and cultural resources and enhance the distinctive characteristics of the neighborhoods, especially in areas experiencing significant development.
- Encourage development that responds to the scale and character of contiguous historic buildings and neighborhoods.
- Support adequate transitions (such as step downs in scale and intensity) to mitigate impacts on adjacent residential and historic areas.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: BAR, NDS
- Timeframe: Ongoing
- Source: *Cville Plans Together* process

Strategy 2.2 Review the historic preservation appendix, historic district ordinances, entrance corridor ordinance, and design guidelines every five years to ensure that goals for preservation and compatible development are being addressed.

Sub-strategies:

- Look for ways to support the future land use vision, goal of providing additional housing throughout the city, and environmental/climate goals, while preserving the city's valuable resources.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, Planning Commission
- Timeframe: Ongoing (Every 5 years)
- Source: 2018 draft Historic Preservation and Urban Design chapter, *Cville Plans Together* process

Strategy 2.3 Develop strategies and partnerships that can bring underutilized properties, including

historic properties, into productive and sustainable uses that will support increased residential or commercial uses, or a mix of uses.

Sub-strategies:

- Define guidelines for what it means for a property to be "underutilized," taking into account environmental constraints, neighborhood context, and Future Land Use Map designation.
- Develop and regularly update an inventory of vacant and underutilized properties in Charlottesville.
- Consider strategies such as rezoning, rehabilitation, removing off street parking requirements, and development incentives.
- As appropriate, create policy and financial incentives to encourage this process. Support the rehabilitation of low-income owner-occupied housing for energy efficiency and preservation of neighborhood form.
- Encourage adaptive re-use and potential increase in intensity of use for existing buildings, including historic structures, particularly in areas identified for higher intensity development on the Future Land Use Map.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council, City Manager's Office (CMO), local non-profits and organizations
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 2.4 Encourage sustainable, energy efficient building designs and low impact development as complementary goals to historic preservation.

Sub-strategies:

- Continue evaluating recommendations appropriate for historic structure improvements that increase energy efficiency and promote sustainability. Incorporate into the Architectural Design Guidelines.
- Support the implementation of solar photovoltaic systems for historic structures.
- Consider applying the Secretary of the Interior Standards for Historic Rehabilitation for all City-owned property more than 50 years old, and apply appropriate preservation technologies in all additions and alterations, while also pursuing sustainable and energy conservation goals.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, Entrance Corridor Review Board (ERB), Public Works, City Council
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Goal 3. Small Area Plan Development and Implementation: Utilize Small Area Plans to guide growth and development within areas likely to be developed or redeveloped.

Related Guiding Principle(s):

- *Local & Regional Collaboration, Equity & Opportunity, Environmental Stewardship & Sustainability; Community Culture & Unity*

Measures of Progress:

- *# Small Area Plan projects prioritized for implementation and completed*

Strategy 3.1 Develop a template and consistent planning process for preparation of Small Area Plans, with a focus on community engagement and equity in each process.

Sub-strategies:

- Include in the template: Community engagement guidelines that take into account neighborhood demographics, guidelines for when it is appropriate to adapt the process based on unique neighborhood needs, and clear requirements related to outcomes and recommendations.

- Review previously-completed Small Area Plans and outcomes as part of this process to help identify the elements that make a Small Area Plan most successful.
- In conjunction with strategies defined in the *Affordable Housing Plan*, establish targets for a minimum number of supported affordable housing units in all Small Area Plans.
- Ensure that Small Area Plans account for, and take steps to safeguard, the city's historic sites, structures, and landscapes.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, NDS, CMO, Planning Commission
- Timeframe: 1-2 years
- Source: 2018 draft Land Use chapter, 2018 draft Historic Preservation and Urban Design chapter, *Cville Plans Together* process

Strategy 3.2 Create a plan for prioritizing, assessing the feasibility of, and implementing proposed investments and strategies in accordance with plans incorporated as amendments to the Comprehensive Plan, including Small Area Plans, Neighborhood Plans, Vision Plans, etc.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, CMO, All Departments
- Timeframe: 1-2 years, and then annually
- Source: 2018 draft Land Use chapter

Strategy 3.3 Consider the development of additional Small Area Plans for areas identified in the appendix.

[Note: This Appendix is forthcoming. Specific Small Area Plan recommendations will be developed as the draft Future Land Use Map is finalized.]

Sub-strategy:

- Recognizing that not all neighborhoods will be prioritized in the short term for a Small Area Plan, evaluate the development of a community-driven process to allow more neighborhoods to share priorities and ideas outside of formal Small Area Plans or similar processes.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, Planning Commission, NDS
- Timeframe: Begin following finalization of the Small Area Plan template and guidelines.
- Source: 2018 draft Land Use chapter

Goal 4. Create a new Zoning Ordinance: Reinforce and implement the vision for the Charlottesville's future articulated in the Comprehensive Plan, *Affordable Housing Plan*, Small Area Plans, Vision Plans, and the Standards and Design Manual.

More information about related funding strategies that can support affordability in partnership with these zoning changes can be found in the *Affordable Housing Plan* and the Housing Chapter of this plan.

Related Guiding Principle(s):

- *Local & Regional Collaboration, Equity & Opportunity, Connections & Access, Environmental Stewardship & Sustainability*

Measures of Progress:

- *Revised zoning ordinance*

Strategy 4.1 With the community, identify changes needed to zoning and development processes to increase the production of multifamily housing at a variety of scales.

Sub-strategies:

- Using the revised Future Land Use Map, identify areas suitable for rezoning to allow multifamily development in more neighborhoods, particularly those that are or will be served by transit, and those neighborhoods that currently lack multifamily options.
- Prioritize strategies that protect existing affordable housing and create new supply, and that reverse entrenched patterns of racial and economic segregation while protecting high-risk communities from displacement.
- Clarify how multifamily zones can connect to subsidy funds targeted at supporting existing homeowners and renters to prevent displacement.
- Establish a mandatory inclusionary zoning policy, to require the inclusion of affordable homes as part of new multifamily development. Consider additional ways to allow extra units on sites where those units are affordable at a defined level. Consider deployment of an Affordable Housing Overlay as part of the zoning rewrite, to incentivize long-term affordability.
- Where multifamily development is allowed, incorporate transition zones and restructure restrictions on height, density, setbacks, and parking to ensure that multifamily and mixed-use developments are feasible by-right without a special use permit.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council, CMO
- Timeframe: Immediate (1 year)
- Source: *Affordable Housing Plan*, 2021

Strategy 4.2 ***With the community, identify zoning changes needed to support "soft density" (small multi-unit housing, such as townhomes, duplexes, and triplexes and Accessory Dwelling Units) in single-family-zoned neighborhoods throughout the city to lower the cost of entry for residents to live in these areas while preserving existing market-affordable housing, limiting displacement of existing residents, and mitigating continued rise in housing costs.***

Sub-strategies:

- Using the revised Future Land Use Map, identify areas suitable for rezoning to allow "soft density."
- Identify incentives (property tax rebates, public funding, design flexibility) to support the development of affordable housing as part of new soft density development. Dedicate funding to provide affordable financing for the construction of ADUs in exchange for making units affordable to renters earning up to 60% of Area Median Income.
- Increase the allowed intensity of housing in single-family neighborhoods that have historically had exclusionary zoning or policies (including racial covenants).
- Implement strategies that minimize displacement from low-income or other at-risk neighborhoods while supporting wealth-building opportunities related in these communities. Clarify how various "soft density" zones can connect to subsidy funds targeted at supporting existing homeowners and renters to prevent displacement, as well as funds for increased homeownership, particularly in neighborhoods with high number of low-income households.
- Increase the number of lots on which ADUs can feasibly be built by adopting proposed changes to allow ADUs in University zoning districts, increasing the maximum height, and eliminating off-street parking requirements.
- Weigh potential benefits and impacts of allowing development of soft density housing in historic neighborhoods, including consideration of ways to retain historic character, form, integrity, and naturally occurring affordable housing.
- Reflected all changes in the City's subdivision ordinance in addition to the zoning code.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council, OED, CMO, Charlottesville Affordable Housing Fund (CAHF, described further in the Housing chapter)

- Timeframe: Immediate (1 year)
- Source: *Affordable Housing Plan*, 2021

Strategy 4.3 With the community, define parameters for an inclusionary zoning policy, which requires that certain residential developments include some affordable homes. Set targets for the number and affordability level of homes and other parameters.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, CMO, Council
- Timeframe: Immediate (within 1 year)
- Source: *Affordable Housing Plan*, 2021

Strategy 4.4 Evaluate the potential impacts of re-zoning of industrial land to allow a mix of uses to support other Comprehensive Plan goals, including those related to affordable housing and environmental sustainability, while also ensuring that there is adequate provision of land to important community services, as well as jobs and economic development, both in these areas and throughout the city.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: OED, NDS, Planning Commission
- Timeframe: Immediate (within 1 year)
- Source: *Cville Plans Together* process

Strategy 4.5 Consider other changes to the Zoning Ordinance to support the goals of this Plan.

Sub-strategies:

- Goals of the Comprehensive Plan to be considered include: increasing the supply of affordable housing; reducing the potential for displacement, particularly for vulnerable neighborhoods; improving transit access, especially for residents of predominantly low-income neighborhoods; increasing employment opportunities for all citizens; improving neighborhood walkability and citywide multimodal transportation; preserving historic structures, including through adaptive reuse; and fostering mixed income neighborhoods throughout the city.
- Consider zoning classifications based on intensity of use (as defined by height and maximum size of structures).
- Ensure that zoning changes preserve and enhance natural resources and sensitive environmental areas, designated flood plain areas, steep slopes, rivers, and streams.
- Incorporate requirements for green space, where possible. Continue support for tree canopy protection and, where necessary, replacement, and consider incorporating urban heat island analyses into this process.
- Facilitate economic activity in existing and new areas of mixed-use opportunity identified in the updated Future Land Use Map and ensure the availability of sites for business growth and expansion.
- Promote and encourage design elements that enhance community livability, including:
- Placement of parking behind buildings (rather than in front) and reduction in curb cuts.
- Active uses at the ground floor level along key street frontages
- Reduced setbacks, where appropriate to the site and context, to increase network connectivity, to create a more pedestrian friendly streetscape, and to reduce speeds on high volume roadways across the city.
- Compact block and street networks and a built environment that facilitates walking, biking, and bus riding.
- Vibrancy, pedestrian movement, and visual interest throughout the city.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council, OED, CMO, Public

Works
- Timeframe: Immediate (within 1 year)
- Source: *Cville Plans Together process*, 2021 *Affordable Housing Plan*, 2018 draft Economic Sustainability chapter, 2018 draft Land Use chapter

Strategy 4.6 During the zoning rewrite process, develop and deploy a public education campaign to address any concerns and broaden understanding of the purpose of the zoning revisions.

Sub-strategy:
- Provide information about the benefits of/opportunities for patterns of urban living, such as more efficient land use, shared public space, smaller more energy efficient units, aging in place, and walkability. Assess the effectiveness of efforts and examples.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council
- Timeframe: Immediate (within 1 year)
- Source: *Affordable Housing Plan*, 2021

Strategy 4.7 Revise development review approval processes to limit and focus discretionary control and reduce approval times.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, Planning Commission, City Council
- Timeframe: Immediate (within 1 year)
- Source: *Affordable Housing Plan*, 2021

Goal 5. Comprehensive, Regional Approach: Coordinate the actions of City and County governments to support regional land use, preservation, urban form, and transportation goals.

Related Guiding Principle(s):
- *Community Culture & Unity, Local & Regional Collaboration, Environmental Stewardship & Sustainability*

Measures of Progress:
- *Resolution of potential zoning changes in the Urban Ring to mirror City zoning changes.*

Strategy 5.1 Facilitate periodic meetings with the BAR, Planning Commission, City Council, and the Entrance Corridor Review Board to ensure an excellent and consistent design vision for the city.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, City Council, Planning Commission, BAR, ERB
- Timeframe: Immediate (within 1 year) and at least annually
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 5.2 Work with Albemarle County to encourage potential zoning changes within the Urban Ring, complementary to any zoning changes enacted along Charlottesville's border.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, Planning Commission, Albemarle County, City Council

- Timeframe: 1-2 Years (to immediately follow zoning rewrite)
- Source: *Affordable Housing Plan*, 2021

Strategy 5.3 Facilitate regular coordination with Albemarle County and UVA on matters of land use, urban design, and historic preservation that cross the jurisdictional border.

Sub-strategies:

- Coordinate with the Land Use and Environmental Planning Committee (LUEPC) on land use, historic preservation, and urban design issues that implicate Albemarle County and University of Virginia resources.
- Coordinate with the University of Virginia during any future expansion of the University, University- sponsored housing development, or the University Health System to address opportunities to contribute to meeting goals set for the city and region.
- Investigate the feasibility of protecting an unobstructed sight line between World Heritage Sites of Monticello and the Academical Village at the University of Virginia.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, City Council, UVA, Albemarle County, Planning Commission, LUEPC
- Timeframe: Ongoing
- Source: 2018 draft Land Use chapter

Goal 6. Design Excellence: Continue Charlottesville's history of architectural and design excellence by maintaining traditional urban design features and valuing historic resources while encouraging creative, context-sensitive, contemporary planning and design that supports the goals of the Comprehensive Plan.

Related Guiding Principle(s):

- *Community Culture & Unity, Environmental Sustainability & Stewardship, Connections & Access*

Measures of Progress:

- *Summary of BAR activities*
- *Updated lighting standards*

Strategy 6.1 Encourage urban design standards that achieve the goals of this plan and are appropriate to the Charlottesville community context.

Sub-strategies:

- Promote design excellence for public projects and installations at all scales. For all City-owned spaces (buildings, public spaces, etc.), look for opportunities to promote a distinctive, contextually integrated, and welcoming environment for residents and visitors.
- Promote design standards that consider and work with unique community characteristics, including topography and other environmental features.
- Study existing urban forms in historic neighborhoods and consider allowing similar design standards in new neighborhoods. Develop corresponding design pattern inventories for individual neighborhoods.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Planning Commission, BAR, City Council
- Timeframe: Ongoing
- Source: 2018 draft Transportation chapter, 2018 draft Environment chapter, *Cville Plans Together* process

Strategy 6.2 Continue to support the BAR in its efforts to guide historic preservation and urban design within the Historic Preservation & Architectural Design Control (ADC) Districts, and Historic Conservation (CV) Districts, and ensure cooperation between the BAR and City

departments.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 6.3 Update outdoor lighting standards to ensure that streets, sidewalks, crosswalks, and public spaces are lit safely and efficiently.

Sub-strategies:

- Consider lighting standards that complement both the built and natural environments while minimizing adverse impacts of lighting (for example, glare, light pollution, obtrusive light, etc.) and contributing to the City's goals for energy conservation and sustainability.
- Communicate new lighting standards to owners of homes and businesses, designers, the building trades, and Dominion Energy.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, Public Works, BAR, PLACE Committee, Entrance Corridor Review Board (ERB), City Council
- Timeframe: 1-2 years
- Source: BAR, 2021

Goal 7. Entrance Corridors: Ensure that quality of development in Charlottesville's designated entrance corridor overlay districts is compatible with the city and adjacent neighborhood's historic, architectural, and cultural resources.

Related Guiding Principle(s):

- *Community Culture & Unity, Local & Regional Collaboration*

Measures of Progress:

- *# placemaking improvements within Entrance Corridors*

Strategy 7.1 Within Entrance Corridors, encourage placemaking elements and look for opportunities to support community-centered destinations.

Sub-strategies:

- Encourage site designs incorporating building arrangements, uses, natural features, and landscaping that contribute to Charlottesville's unique sense of place and character.
- Ensure that new development, including franchise development, complements the city's character and respects those qualities that distinguish the city's built environment.
- Incorporate street trees and landscaping along streetscapes to provide shade, buffer pedestrians from traffic, and create a sense of enclosure.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, ERB, Parks & Recreation, Public Works
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 7.2 Protect and enhance access routes to our community's World Heritage Sites, the University of Virginia and Monticello, to recognize their significance as cultural and economic assets of the local heritage industry.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, ERB, BAR, Parks & Recreation, Public Works
- Timeframe: Ongoing

- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 7.3 In coordination with relevant neighborhoods, consider the designation of additional streets as Entrance Corridor districts.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, ERB, City Council, Neighborhood Associations
- Timeframe: 4-5 years
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 7.4 Evaluate the roles of, and relationship between, the Entrance Corridor Review Board and the Board of Architectural Review and evaluate a transition of the Entrance Corridor Review Board from Planning Commission to the Board of Architectural Review.

Sub-strategy:

- If ERB continues to be a Planning Commission role, evaluate this review process to identify sites where ERB and BAR review overlap and determine if there are other circumstances under which review by the BAR would be better suited, in lieu of ERB review.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, City Council, ERB, BAR
- Timeframe: 1-2 years
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 7.5 When appropriate, coordinate the City's Entrance Corridor Design Guidelines with Albemarle County's Design Guidelines. Encourage continuity of land use, design, and pedestrian orientation between contiguous corridors in the city and county.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, ERB, Albemarle County
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Goal 8. Expand Understanding and Recognition of Community History and Culture: Identify ways to expand the understanding of the varied histories, cultures, and experiences of the city's residents and neighborhoods.

Related Guiding Principle(s):

- *Community Culture & Unity, Equity & Opportunity*

Measures of Progress:

- *# of historic and cultural interpretation markers, events, and other activities*
- *# public art installations, # of neighborhoods with public art installations*

Strategy 8.1 Continue to interpret historic and cultural resources to the community through markers, publications, events, and other means. Expand these programs to include narratives and resources of underrepresented groups and areas significant in our local history.

Sub-strategies:

- Consider ways to recognize a wide range of histories and cultures, including the majority-Black communities impacted by urban renewal on Vinegar Hill and displacement from Gospel Hill, history of the Monacan Tribe, enslaved persons, settlers, and others.

- Coordinate this interpretation of historic resources with City improvement projects and other

initiatives.
- Utilize honorary naming of streets, public buildings, parks, and other places and spaces, including interior rooms such as conference rooms and other places where people congregate.
- Consider incorporating the 2016 recommendations of the Blue Ribbon Commission on Race, Memorials and Public Spaces into historic preservation and interpretation efforts.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, Historic Resources Committee, Public Works, City Council
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter, Staff

Strategy 8.2 Encourage community vitality and interaction through the incorporation of both private and publicly funded art into public spaces, neighborhoods, signage, gateways, and nodes of development. Ensure neighborhood engagement and involvement in this process.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: City Council, Parks & Recreation, Public Works, Neighborhood Associations
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Goal 9. Resource Inventory: Systematically inventory and evaluate all historic, cultural, and natural resources, landscapes, and open spaces as critical elements that make the Charlottesville special.

Related Guiding Principle(s):
- *Community Culture & Unity, Local & Regional Collaboration*

Measures of Progress:
- *# of surveys for City-owned properties and resources.*
- *# of surveys for privately held properties and resources that have historical significance to the community*

Strategy 9.1 Evaluate all historic, cultural, and natural resources, landscapes, and open spaces for their significance and integrity, and develop narratives for all resources.

Sub-strategies:
- Place a priority on un-surveyed older neighborhoods, such as south Belmont; the southwest corner of High Street and 9th Street, NE; and portions of the Strategic Investment Area (SIA).
- Survey and evaluate all City-owned property, including schools and parks, for historic and design significance and integrity. Pursue local, state, and national designations for eligible resources.
- Work with neighborhoods to develop interest and participation in documentation of neighborhood buildings and history through architectural and historic surveys.
- Continue to identify and survey additional significant, individual properties located outside historic districts. In addition to historic buildings, consider significant buildings from the recent past (less than 50 years old), structures such as sculptures, landscapes such as public spaces and cemeteries, and archaeological sites.
- Scan and make publicly available historic surveys, maps, and other documentary resources held by NDS.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, CMO

- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 9.2 Encourage developers contemplating land-disturbing activities in areas likely to reveal knowledge about our past to undertake archaeological studies prior to development.

Sub-strategies:

- Help identify financial incentives or funding sources for such studies.
- Encourage, where warranted, archeological assessments for rezoning and special use permit requests and for all projects on City-owned parcels.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 9.3 Systematically re-survey neighborhoods, state- and national-registered historic sites and districts, Architectural Design Control Districts, and Individually Protected Properties to update older survey information, beginning with Downtown, North Downtown, Ridge Street, and Wertland Street.

Sub-strategy:

- Conduct additional survey work as needed to reevaluate existing ADC district boundaries.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 9.4 Generate a Cultural Landscape Study and Management Plan for the Lawrence Halprin-designed Downtown Mall, to identify character-defining historic features, and prepare a treatment and maintenance plan to protect the Mall's historic character and features while supporting its current use.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS
- Timeframe: Immediate (within 1 year)
- Source: 2018 draft Historic Preservation and Urban Design chapter

Goal 10. Communication about Historic Resources: Educate current and potential property owners of historic resources, as well as the community in general, about the significance of historic properties.

Related Guiding Principle(s):

- *Community Culture & Unity, Equity & Opportunity*

Measures of Progress:

- *# property owner notifications sent*

Strategy 10.1 Refine and continue implementing the strategy for communicating with residents in historic districts and individually-protected properties.

Sub-strategies:

- Continue informing residents in historic districts about new development and construction projects

within their neighborhoods and communities. Include updates about local policy and regulatory changes.
- Improve the City's ongoing education program to notify property owners and potential property owners that their property is situated in a Historic Preservation & Architectural Design Control (ADC) District, or Historic Conservation (CV) District, or is designated as an Individually Protected Property (IPP).
- Provide property owners with information on historic rehabilitations, financial incentives, and context- sensitive design. Continue to share information about federal and state rehabilitation tax incentives, including Virginia's rehabilitation tax credit program, and help promote and defend these programs at the General Assembly.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 10.2 Support education and communication efforts of local and regional historic resource and preservation advocates.

Sub-strategies:
- Continue to support Preservation Piedmont and its partners in the Piedmont Area Preservation Alliance (PAPA) in efforts to coordinate communication among local, regional, and state preservation organizations.
- Continue to support the Charlottesville Historic Resources Committee's efforts to promote understanding and appreciation of local historic and cultural resources.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS; Historic Resources Committee
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 10.3 Continue to support participation of staff, as well as elected and appointed officials, in regional and statewide preservation and design educational opportunities.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, BAR, City Council
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 10.4 Promote the history of the Downtown Mall as well as other key sites of local significance through the use of art, technology, public events, and marketing promotion.

Implementation Notes and Source of Strategy:
- Potential Implementation Lead & Partners: NDS, BAR, Parks and Recreation
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Goal 11. Historic Resource Protection: Provide effective protection to Charlottesville's historic resources, including through recognition and incentives.

Related Guiding Principle(s):
- *Community Culture & Unity, Equity & Opportunity, Local & Regional Collaboration*

Measures of Progress:

- *# of designations (local, state, and national) for City-owned properties and resources.*
- *# of designations (local, state, and national) for privately held properties and resources that have historical significance to the community.*

Strategy 11.1 Preserve historic resources through education and collaboration focused on maintaining our neighborhoods' core historic fabric (while encouraging reuse of structures), our major routes of tourism, and our public spaces.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.2 When appropriate, consider neighborhoods or areas for designation as local historic districts (either Architectural Design Control Districts or Historic Conservation Districts), and consider Individually Protected Property designations, based on architectural and historic survey results.

Sub-strategies:

- Consider designating Maplewood, Oakwood, and Daughters of Zion Cemeteries and the cemetery and burial site at Pen Park as ADC districts to ensure their protection and maintenance.
- Consider including resources from the more recent past (less than 50 years old) as Individually Protected Properties, especially those of significant architectural value and those that are becoming rare surviving
- examples of their type or period of construction.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.3 Consider amending the existing ordinance to address protection of archaeological resources.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, City Council, City Attorney's Office
- Timeframe: 1-2 years
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.4 Consider and discuss the effects of decisions by all public decision-making bodies on historic resources.

Sub-strategies:

- Evaluate transportation decisions for their effects on historic districts and on Individually Protected Properties and encourage policies that minimize automobile usage in these areas.
- Ensure that Small Area Plans consider the need to safeguard any historic sites, structures, and landscapes.
- Evaluate current zoning map districts and current zoning allowances, as well as proposed amendments to the zoning map and zoning text, for their consistency with preservation goals, and impacts on the historic character of neighborhoods.
- Coordinate with other programs, such as affordable housing initiatives, to encourage preservation of character and rehabilitation of historic resources, including through adaptive reuse to support

new low-income housing in structures more than 50 years old.

- Consider the impacts of maintenance and construction activities on historic features of the city's

neighborhoods. Where possible, encourage maintenance and repair of granite curbs, retaining walls, distinctive paving patterns and other features instead of replacing them.
- Encourage retaining and replenishing shade trees, particularly large trees, in all historic neighborhoods.
- Monitor state and federal level policy and legislative changes impacting historic preservation. Advocate both for positive changes and against those that threaten the existing policies, programs, policies, and regulations.
- Recognize and protect the Rivanna River as a historic, living resource that has played a crucial role in the history of the city.
- Continue to protect the environs of our community's World Heritage Site, the Academical Village of the University of Virginia.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, CMO, Public Works, Parks & Recreation, City Council
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.5 Work with Charlottesville-Albemarle Technical Education Center (CATEC) and Piedmont Virginia Community College (PVCC) to incorporate into trade classes training related to the repair and maintenance of historic buildings and building components.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, PVCC, CATEC
- Timeframe: Ongoing
- Source: Staff

Strategy 11.6 Maintain on City staff the position of a Preservation and Design Planner, and support their efforts to implement the goals and strategies of this chapter, including the City's participation in and eligibility as a Certified Local Government; support staff efforts to seek annual, matching-fund grants that contribute to the implementation of this chapter.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: City Council, NDS, BAR
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.7 Pursue National Register and Virginia Landmarks Register status for all future, local historic districts (and vice versa).

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, City Council
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.8 Continue the Entrance Corridor Review Board and Board of Architectural Review's annual awards that may include recognition of exceptional Entrance Corridor designs and the best examples of preservation and design in the community, especially in Architectural Design Control Districts.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS, BAR, ERB

- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter

Strategy 11.9 Provide technical assistance to property owners and/or provide referrals to other sources of information regarding architectural, historical, or financial questions.

Implementation Notes and Source of Strategy:

- Potential Implementation Lead & Partners: NDS
- Timeframe: Ongoing
- Source: 2018 draft Historic Preservation and Urban Design chapter